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Marketing Activities

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TURKEY ROASTING IS EASY;
JUST FOLLOW DIRECTIONS

. By Elma Edwards

When the neighbors came over for a turkey dinner back in Colonial days they had to take "shot luck"--literally. For, in those early times, the cook had little opportunity to pick out a tender well-fed bird of a definite size. Getting any kind of turkey depended largely upon the hunter's aim and ammunition.

Times have definitely changed for the better; at least, it is much easier to get a good edible turkey. Consumers this year will have a record crop of over 33 million turkeys to choose from and thousands more are in cold storage. Also, through selective breeding, the birds are being improved in quality; and methods of handling, distributing, and grading are constantly being perfected.

But the cook who roasts turkeys the modern, scientific way knows that the general improvement in turkey quality has not done away with the need for careful selection. She'll consider the turkey's size, its age, and its general eating quality before she buys. Like an artist, she knows that a masterpiece cannot be produced without a worthwhile subject.

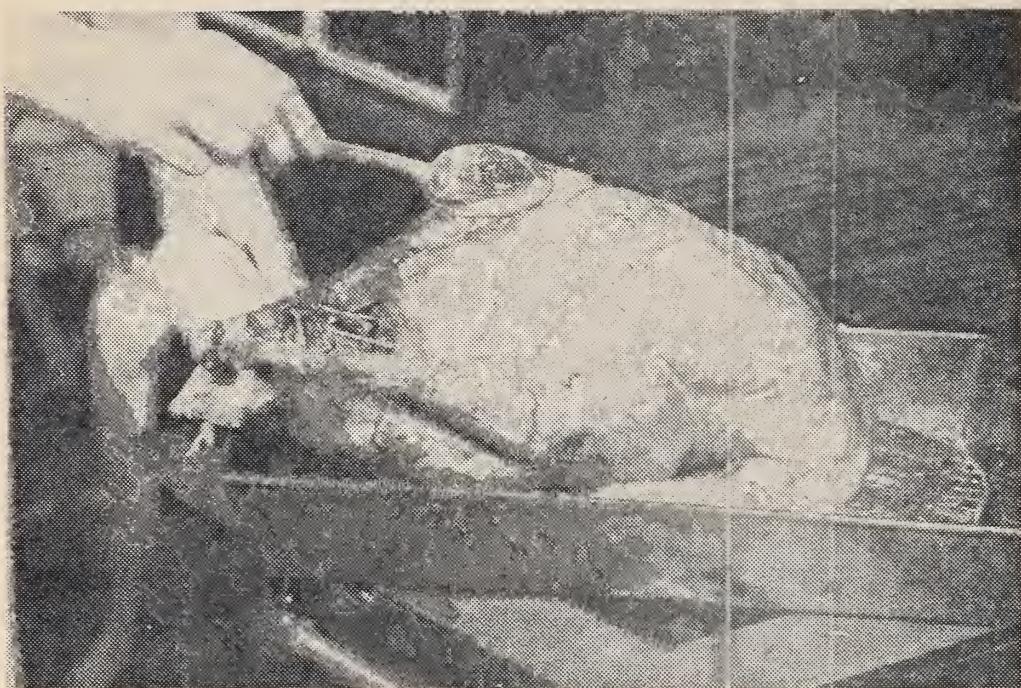
How big a turkey to buy depends on the turkey-eating habits of the family and guests, and whether or not there will be an opportunity to use good turkey left-overs. Allow from 3/4 to 1 pound of turkey (dressed weight) for each person to be served. Figured this way, a 15-pound turkey will make about 20 generous servings. Turkeys are usually sold on the basis of "dressed weight," or the weight of the bird with feathers off, undrawn, and with head and feet still on. The dressed weight is an important figure to remember, because roasting and stuffing directions are often based on this weight.

Age is Important

The age of the turkey is important to cooking success because old turkeys and young turkeys are cooked somewhat differently. One clue to the age of the turkey is the feel of the breast bone. If this is flexible, the turkey is young. Older turkeys have hard breast bones and are heavier than young ones.

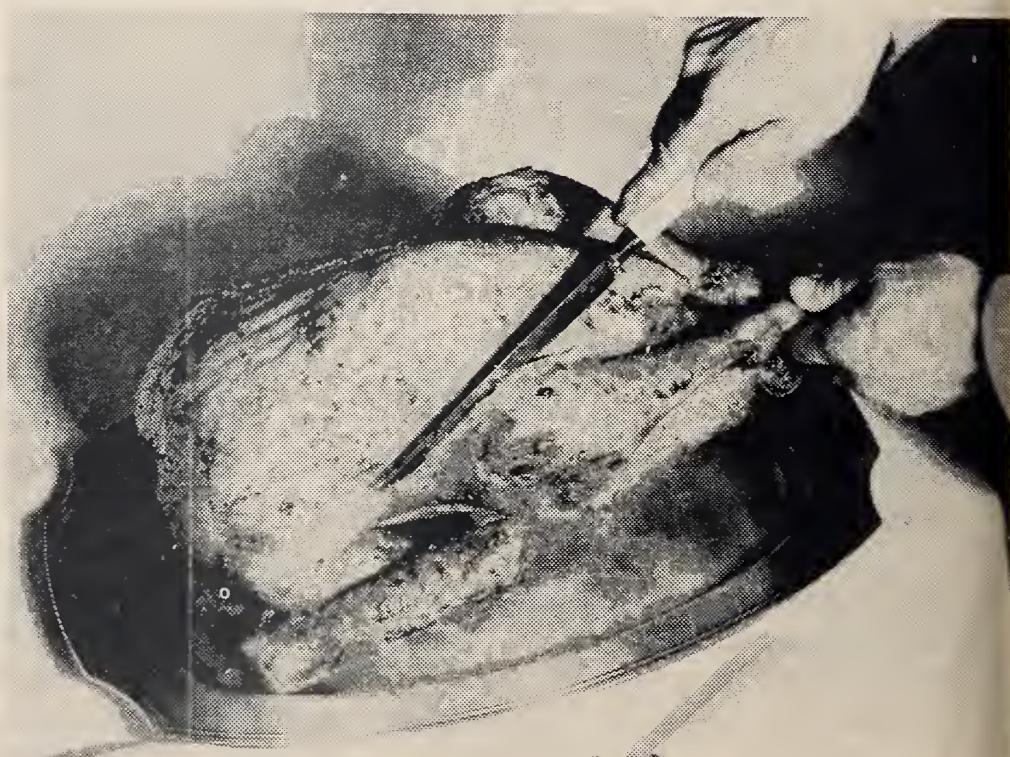
If the turkey is to be carved up in state at a company dinner, see that it has no deformities to detract from its looks or to confuse the carver. Carving can be quite a job, anyway. Turkey quality also shows up in a well-fleshed, well-rounded body, a good coating of fat in the skin, few blemishes, and few pinfeathers.

In stores where Government graded turkeys are available the buyer will find that much shopping detective work is eliminated. Best turkeys ordinarily available are U. S. Prime; next come U. S. Choice, and U. S. Commercial. Prices, naturally, descend correspondingly.



A moderate oven is recommended for all poultry cooking. About every half-hour the cook turns and bastes the turkey with pan drippings or other fat.

Result: A turkey
cooked to a turn --
a welcome sight to
the man who takes
pride in his carv-
ing.



To homemakers who roast turkeys only once or twice a year, some of the highlights of the modern way to roast a young bird may be useful. These come from Lucy Alexander, poultry cooking specialist of the Bureau of Home Economics, U. S. Department of Agriculture.

The best way to roast a young turkey, Miss Alexander says, is to cook it in an uncovered, shallow pan in an oven that's kept moderate all during the roasting. Reason for keeping the heat moderate is that turkey, like all poultry, is a protein food. Intense heat shrivels protein and makes it tough. Add no water to young turkey, but baste it frequently with plenty of good-flavored fat.

Reason for using an uncovered pan and adding no water, according to Miss Alexander, is that steaming draws out the juices of the turkey. Along with these juices much of the good turkey flavor comes out. By adding no water to the turkey, no extra steam is formed, and by leaving the roaster uncovered, any steam that is formed can go off into thin air.

Open Shallow Pan Recommended

One of the best things about open-pan roasting is that no special equipment is needed. Any shallow pan is all right for the roaster as long as it is big enough to hold the turkey. Air circulates more rapidly around the bird in a shallow pan than in a deep pan. There needs to be a rack in the pan to keep the bird from sticking, and to allow the hot air of the oven to circulate under the turkey.

In general, the larger the turkey, the more moderate the oven needs to be, because it takes a long time for heat to penetrate to the bone in all parts. And if the temperature is too high for this long time, the skin is likely to burn before the meat is thoroughly cooked.

From the data she got by roasting a large number of turkeys experimentally, Miss Alexander has worked out the correct times and temperatures for turkeys of different sizes. These oven temperatures should be kept constant for the whole cooking period to cook the bird evenly.

Roast 6- to 9-pound turkeys at 325 degrees Fahrenheit for $2\frac{1}{2}$ to 3 hours. Roast 10- to 13-pounders at 300° F. for 3 to 4 hours. Roast 14- to 17-pound turkeys at 275° F. for $4\frac{1}{2}$ to $5\frac{1}{2}$ hours. And, if the turkey happens to be a "whopper" of 18 to 25 pounds, roast it at 250° to 275° F. for 6 to 8 hours. All these weights mean "dressed weight."

To make double sure the turkey cooks evenly---turn it frequently at regular intervals. Baste it at each turning with well-flavored fat. Start the turkey with one side of the breast down. Then turn it to the other side of the breast, then on its back. This way the turkey is cooking with its breast up only about one-third of the time, so that the shallow-fleshed parts do not overcook by the time the thick, meaty parts are done.

As for the turning interval, every half to three quarters of an hour is about right for small- and medium-sized turkeys. Larger turkeys need turning about once an hour. To turn the turkey without breaking the skin, use folded clean cloths for holders and pick up the bird bodily.

Test turkey doneness by running a steel skewer or a cooking fork into the thickest part of the breast and also into the thigh next to the breast. If the meat is tender and the juice does not look red, the turkey is ready for the platter.

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AMERICA ANCESTRAL HOME OF TURKEY; NOT TURKEY

People who talk turkey must be sure of one thing: the Thanksgiving bird was introduced to Europe from the New World, and in its introduction had nothing to do with Turkey or with the Turks. The turkey is an American bird and even prior to the time of the domesticated turkey, the colonists and the original Indian inhabitants of the Atlantic coast depended on native wild turkeys as an important food supply.

The Mexican turkey, smaller and more compact than northern varieties, was taken to Europe by Spanish conquerors of Mexico about 1530. From Spain the domesticated Mexican turkeys were introduced into other European countries. Domesticated turkeys were raised in England as early as 1541 and were quite plentiful by 1573.

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SIX OTHER TURKEY DAYS IN ADDITION TO THANKSGIVING

Starting with Armistice Day, there will be seven traditional American holidays before the end of the turkey season when families can profit by a celebration climaxed with a turkey dinner--and incidentally, do a lot to help turkey growers with their 1940 crop of more than 30 million birds. Such is the scheme put forth by Dr. Willard C. Thompson, professor of poultry husbandry of the New Jersey College of Agriculture, Rutgers University.

"Armistice Day is a good time for the start of this truly American dinner plan because the turkeys are primed and ready," Dr. Thompson says. November 21, Thanksgiving Day, is next on Dr. Thompson's list. Then comes November 28, which might have been Thanksgiving, then Christmas, New Year's, Lincoln's Birthday, and last, Washington's Birthday. By this time, the plan's advocate admits, the turkey market should be ready for its own holiday.

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Turkey prices may be about the same or slightly lower than in 1939.

NEW ENGLAND HOST TO MARKETING
OFFICIALS' ANNUAL CONVENTION

. By J. R. Cavanagh

New England was host to members of the National Association of Marketing Officials during their 22d Annual Convention the second week of October. The early meetings at Boston were followed by a tour of the New England States that included visits to the Massachusetts cranberry bogs, a New Hampshire apple packing house, a Maine canning plant, a Vermont maple sugar factory, and various market facilities. Consumer aspects of grade and package standardization for perishable farm products were discussed in detail during the closing sessions of the convention.

Sterling R. Newell, Assistant to the Chief of the Agricultural Marketing Service, discussed the variation that exists in the terminology used to describe the grades of various agricultural products and some of the problems that are involved when these terms are applied in retail marketing. He also indicated some of the difficulties involved when simplification and standardization of the terms used are attempted on a national scale. "Simplification and standardization of terms may be expected to progress only as rapidly as distributors are convinced that such developments are in the interest of good merchandising," Newell said.

Mr. Newell also pointed out that the perishability of many products presented a real problem in marketing these products according to grade. "A study of potatoes in the Chicago market during the past year indicates that if consumer grading and packaging of vegetables is to be practiced it will probably be necessary to provide for reconditioning these perishable commodities after they reach the consuming market," Newell said.

Eleanor W. Bateman, marketing investigator for the Massachusetts Department of Agriculture, said that the housewife is always interested in getting her money's worth. Miss Bateman reported that her investigations had shown that consumer standards, when practicable, will aid the family shopper materially in her selection and use of fresh fruits and vegetables.

Human Side of Merchandising Stressed

Leo Horrigan, president of the Massachusetts Retail Grocers' Association, stressed the "human side" of retail merchandising. "The successful retailer," said Mr. Horrigan, "displays his goods in such a way that their appearance will be accepted by the people who come to or pass his store. He advertises in the same way, and his interest in people must be genuine. The merchant who possesses this interest in his customers is not likely to have vague ideas about their needs."

S. S. Rogers, chief of fruit and vegetable standardization in California, stated that with eggs and potatoes many consumers know grades

and their application as they affect the quality of these products. He pointed out, however, that in his State the ability to purchase by grade does not extend to other kinds of farm food products. "Also," he said, "retail egg prices have frequently failed to identify quality. We now require that when egg prices are advertised the advertising must also state the grade and size. This requirement has aided materially in enabling consumers to purchase with confidence."

Paul Work of Cornell University discussed consumer packaging of farm produce from the standpoint of cost and protection afforded the packaged products. "The most important problem of all," he said, "is cost." In addition, the object of all handling from the field to the housewives' kitchens is to carry through to the consumer as economically as possible the high quality of field-fresh vegetables and fruits. If values delivered to the housewife, the wholesaler, and retailer and the producer are greater than the cost; and if somebody is willing to pay the price, the procedure stands approved, otherwise not."

An Experiment in Pear Sorting

George L. Moore of the First National Stores sketched the retailers' position in perishables merchandising. "Looking at our own business from the consumer viewpoint has come to be more or less second nature," he said. "I was in one of our markets the other day with an executive of our produce department and the fruit manager was working on a fine display of Bartlett pears. The executive stood there by his side and after watching for a few minutes, he reached up and took from the display several smaller pears. "Now, Jim," he said, "suppose you were a customer and you were standing here looking at that display. If these smaller ones all were taken out and were put over here, together, in another pile, marked at a little lower price than the others, wouldn't that make a hit with you?" The fruit man grinned. "I believe you've got something there." Together they worked out the idea.

"The kick in that little incident, to me, was in the way the customer's viewpoint was unconsciously used as the common ground for these two men. They both were looking at merchandise through the eye of the potential customer, pricing it in a way that would suggest carefully planned value.

"A good retailer never parts company with his customers on any issue, small or large. He is in business to make money and to stay in business and these two objectives actually are merely two faces of the same coin. In the food business particularly, it is vital that customers like what they buy today; and that the eating of the food they have bought causes them to shop with the same retailer the next time they go to market. If a retail food merchant depended every morning when he opened his doors on catching during the day an entirely new list of patrons, then the morning very soon would dawn when his doors didn't open.

"The necessity of repeat business; of a steady patronage from the same people is at the very taproot of food retailing and touches very

nearly every aspect of both consumer and retailer interest. There is the question of the quality of merchandise, for example, which, when viewed in the light of the retailer's need for habit-forming sales, reflects back in consumer tastes, wants and desires."

Retailers Grade Products

Webster J. Birdsell of the New York Bureau of Markets commented upon the packaging of perishable produce in retail stores. "I have found stores," he said, "where the owners are buying graded produce and packaging their own consumer packages. These are kept cool and in condition at the store and are placed upon display in only such quantities as can be moved satisfactorily. I believe we are going to see further development in consumer packaging in the retail store. There is a possibility that the retailer can handle this item of merchandising at less cost than it can be effected at shipping points or wholesale houses."

Sturges Dorrance, advertising counsel for many large producing groups, reviewed the results obtained in various crop movements by identification of a quality product through marking of the products along with effective advertising. In this work the advertising agency has developed ways for enforcing high standards of quality and at the same time educating consumers to recognize this quality from advertised grade and brand marks.

G. V. Branch, Detroit markets director, commented upon the change of attitude of certain grower-groups as regards their approach to current marketing problems. "One large group that until recent years has stressed efforts to get prices to higher levels," he said, "had more recently realized that getting costs down is another way of approaching its problems. I don't wax as enthusiastic over fancy packages and grades as over getting marketing costs down so we can meet the greatest volume of demand at prices consumers can and will pay."

At the business session Friday afternoon Warren W. Oley of the New Jersey Bureau of Markets was elected president for the coming year. S. S. Rogers of the California Fruit and Vegetable Standardization Division, Department of Agriculture, was named vice-president, and J. H. Meek of the Virginia Division of Markets was elected secretary-treasurer.

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NEW JERSEY COMPANY FINED \$200 FOR VIOLATING INSECTICIDE ACT

S. B. Penick & Co. was fined \$200 in United States Court at Newark, N. J., October 23, on a charge of misbranding and adulterating an insecticide. The company had shipped in interstate commerce, from Weehawken, N. J., to Charleston, S.C., 5 barrels of derris powder claimed to contain 5 percent rotenone. Various analyses showed the product to contain only about one-half of this percentage of rotenone and thus it would be less effective than claimed. Misbranded shipments in interstate commerce are in violation of the Insecticide Act.

EDUCATION NEEDED ON SMITH-DOXEY SERVICES, LOUISIANA STUDY SHOWS

Passed by Congress in 1937, the so-called Smith-Doxey Act provides free Federal cotton classing for farmers who are members of groups organized for the improvement of cotton quality, and whose applications are approved by the Agricultural Marketing Service. Special market news reports are provided to aid members of approved groups to determine more accurately the value of their cotton after they have learned its class.

A recent study in Louisiana shows that much less use is being made of the Smith-Doxey services than was expected by many people when the law was passed. Roy A. Ballinger and Herschel W. Little, describing this study in the October issue of "The Louisiana Rural Economist," say that of 44 eligible groups, approximately one-fourth did not know the services were available. And in another one-fourth of the groups, no one was sufficiently interested to take the lead in obtaining the services.

These facts, Ballinger and Little say, indicate that increased efforts should be made in Louisiana to educate cotton growers concerning the purpose of the Smith-Doxey program and the use that can be made of the service offered. In particular, information is needed by the farmers on how to secure the Smith-Doxey class, how to interpret market news, and how to use the resulting information in selling cotton for the highest possible price. Ordinarily, cotton buyers, because of their superior knowledge of the cotton market and of cotton quality, have a considerable bargaining advantage over the cotton farmers. The Smith-Doxey program, if successful, can improve the farmer's bargaining position so that he can obtain a price for each bale of cotton more nearly in line with its true market value than he has been able to get in the past.

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ALABAMA FARMERS FIND CURB MARKETS PROFITABLE

Alabama farm men and women have sold almost \$352,000 worth of farm and home products on 19 curb markets this year. These markets are located at Anniston, Athens, Auburn, Decatur, Dothan, Eufala, Florence, Gadsden, Greensboro, Huntsville, Mobile, Montgomery, Phenix City, Roanoke, Selma, Troy, Tuscaloosa, Tuskegee, and Shawmut.

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Total stocks of unmanufactured tobacco in the British Empire at the beginning of the present marketing year--about 435 million pounds--were near 2 years' requirements, the Office of Foreign Agricultural relations said recently. It is possible that some tobacco has been destroyed by air raids since July 1, or that such destruction will occur. But even if imports during the current marketing season are no larger than enough to offset such possible losses the July 1, 1941, carry-over would still be sufficient to meet requirements into 1942 at the present rate of consumption.

RICE PRODUCTION AND MARKETING A HIGHLY SPECIALIZED INDUSTRY

. By E. O. Pollock

Rice, as traditionally oriental as the Dragon of China, has been a "naturalized" crop of the United States for many years. Since about 1685, when rice was first introduced into South Carolina from Madagascar, it has been an important crop, annual production in recent years being large enough for all domestic needs and a substantial export trade. From 1929 to 1938 production averaged 44 million bushels, but the 1940 crop will be larger--about 51 million bushels, recent estimates show.

Production is now centered in four States: Louisiana, Texas, Arkansas, and California. In these areas, relatively high temperatures and a long growing season are well suited to the requirements of the rice plant, which also needs a supply of fresh water for irrigation, level soils that hold the water, and good surface drainage. Even when climate and soil requirements are suitable, the production of satisfactory rice crops depends upon highly specialized farming practices.

Rice is ordinarily grown the same as other small grain crops except that the soil is submerged from 60 to 90 days during the growing season. To facilitate flooding, rice fields are divided into subfields permanently located on contour lines and spaced so that irrigation water can be held by levees at an average depth of 4 to 6 inches. The levees are gently sloping to prevent interference with seed bed preparation, seeding, and harvesting operations. Irrigation water is usually obtained from streams and wells and is delivered by ditches or pumps to the rice fields.

Fields are Flooded

In California much of the rice is seeded in submerged fields by airplane. In the South and in parts of California, the rice is sown in dry soil, and when the young rice plants reach a height of from 6 to 8 inches, the soil is submerged 1 to 2 inches. As the plants grow taller, the water is added until it reaches a depth of from 4 to 6 inches. The fields remain flooded until the rice is fully headed, which is generally about two weeks before the crop is mature.

Rice of uniformly high quality commands a preference in the market and brings larger returns to the grower. The use of better seed, improved cultural practices, cutting at the right stage of maturity, proper methods of shocking and threshing, or combining and artificial drying, and adequate cleaning and storage facilities are factors in the production of high-quality rough rice upon which the high quality of milled rice depends.

If the crop is harvested too early, yields are reduced and breakage in milling is excessive. Breakage in milling may also be excessive

if the rice is harvested too late; that is, after the proper stage of maturity for harvesting has passed. Even though yields per acre may not be reduced except by shattering, many of the kernels often are brittle or cracked.

Experienced growers harvest rice when the kernels in the lower portions of the heads are in the hard-dough stage. When a binder is used to cut the crop the bundles are promptly placed in well-made shocks to protect the grain from the sun and rain during the curing process.

As soon as the harvested rice has dried sufficiently, it is threshed and generally put into bags, which are stored in warehouses or sold directly to mills. When a combine is used, the threshed rice is immediately dried with mechanical driers and is either put into sacks or is handled in bulk. Threshed rice is still enclosed in the hull and is known as rough rice or paddy; it is sold to the rice mills in this condition. The mills prepare the rice for market by removing the hulls, germ, and bran, and by polishing the kernels. Unbroken kernels of milled rice are known as head rice, and the broken kernels as second heads, screenings, or brewers' rice.

A large part of the rice produced in the South--about 70 percent--is of the short-grain type. The leading variety is Blue Rose, followed by Early Prolific. Rexoro is the most important long grain variety. Ordinarily, the long-grain types command a premium over the short-grain types. California-Japan, about the only variety grown in California, is a round rice.

Growers' Associations Assist in Marketing

Cooperative associations both in the South and in California lend valuable assistance to their members in the marketing of the crop. The leading rice growers' association in the South grades the rough rice for its members and announces dates on which lots of the rough rice belonging to its members will be offered for sale. Mills are invited to make sealed bids for the different lots and the rice is usually sold to the highest bidder, though growers have the privilege of rejecting all bids if they desire. While the lots offered for sale are usually graded and classified by the association, millers may obtain samples of the lots offered and usually make their own determinations as to milling value. In these transactions, the prices bid by the mills are based upon the market value of milled rice.

In California, the rice marketing organization includes both growers and millers. At the beginning of the season, a milling differential is established between milled rice and rough rice prices. Fluctuations in milled rice prices, of course, are reflected directly to growers under this scheme. Prices of California milled rice are fixed on the basis of the supply and demand situation as interpreted by the marketing organization.

Current rice production, one of the important factors in determining the supply situation, is estimated by the Agricultural Marketing

Service monthly during the period from July to December. And of considerable value to rice growers is the report on prospective rice plantings issued in March before the crop has been seeded. These reports are based upon information furnished by rice growers themselves. The Service has also developed a comprehensive series of statistics on the marketing and milling of rough rice and the production and distribution of milled rice. These statistics are now being compiled monthly on mill operations throughout the southern rice belt and in California.

Rice growers are always interested in prices and the Agricultural Marketing Service has developed a very effective system for collecting current data on rice values in terminal markets. Commercial correspondents are stationed at leading distributing markets, and contacts are maintained with trade and official agencies in producing sections. Information from all of these sources is brought together in the Service's weekly rice market reviews.

The review issued from Washington, D. C., covers the southern and general rice market situation. Weather conditions, prices of rough rice in producing sections, prices of milled rice at principal markets, carlot shipments, and export movement and prices are also included in the report. The weekly reviews are mailed directly to rice growers, trade journals, and dealers. The material is duplicated and redistributed by the leading growers' association to its members, and several mills also distribute the information to their customers.

The review issued by the San Francisco office of the Service features the California situation but also includes information concerning the market for southern rice.

A Federal and Federal-State permissive price inspection service is conducted largely under cooperative agreements between the Agricultural Marketing Service and the States of Louisiana and California. The official inspection service, through its official interpretation of the Federal rice standards, furnishes a basis for contract between buyers and sellers, and it has been used by other Government agencies in connection with purchase of surplus rice and the classification of imported rice.

Rice is listed as a surplus commodity under the Food Stamp Plan, and during the past fiscal year the Federal Surplus Commodities Administration bought 94,200,000 pounds of milled rice for direct relief distribution and for school lunches. These purchases amounted to \$2,729,000.

Exports are Important to Rice Trade

Over 3 million pockets (100 pounds) of milled rice were exported during the 1939-40 marketing season. In normal times, European countries have figured largely in the rice export trade of the United States; but the war has made it necessary for rice producers to look to Cuba, South America, and Canada for export outlets. Cuba, through the operation of the reciprocal trade agreements, is this country's best rice customer.

Trade agreements with Pan-American countries other than Cuba have brought no noticeable increase in rice exports. In these countries, particularly in South America, there has been a determined effort to increase the production of rice. As a result, many countries are approaching self-sufficiency.

Shipments of milled rice to insular possessions, principally to Puerto Rico and Hawaii, totaled 3,400,000 pockets during the 1939-40 marketing season, or 510,000 pockets more than during the preceding year.

Current supplies of rice are relatively large. The October Crop Report placed 1940 production at 51,397,000 bushels, or 14,277,000 barrels. Latest figures on the carry-over bring the total supply to 16,876,000 barrels--somewhat larger supplies than last season.

Domestic consumption may be increased to some extent by increased incomes of consumers, but the increase is not expected to reduce total United States stocks materially. Prices paid producers for rough rice on October 15 averaged 63.0 cents per bushel, compared with 75.1 cents in mid-October 1939.

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CHARGES ELIMINATED ON LOAN FORMS FOR COTTON

Instructions pertaining to the 1940 Cotton Loan Program have been revised to prevent any additional charges by either lending agencies or warehouses for filling out cotton loan forms. Officials of the Commodity Credit Corporation said it had been contemplated under the 1940 Cotton Loan program that no charges would be made against producers by lending agencies or warehousemen for filling out cotton loan forms, and that no such charges had been made in large numbers of cases. But in some instances, Corporation officials said, charges were made for such services, even though the interest rate paid lending agencies and the storage rate paid warehousemen were intended to cover all services necessary in filling out loan forms.

After November 16, lending agencies, to make their paper eligible for purchase by the Commodity Credit Corporation, will be required to certify that the full proceeds of the loan have been paid to the cotton producer without any charge for services rendered in completing the loan forms. And in order to be eligible to store Government loan cotton, warehousemen will be required under the revised instructions to enter into a supplemental agreement with the Corporation to provide that no charges will be made by warehousemen against the cotton producer for any services they perform in completing loan forms.

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Commodity Credit Corporation has announced that through October 28, loans made on 1940 crop cotton by the Corporation and lending agencies aggregate \$54,582,500.92 on 1,126,570 bales. Over half of the 1940 cotton under loan is in Texas.

N. Y. CITY POULTRY TERMINAL
MAY BE COMPLETED APRIL 1941

Completion of the proposed \$500,000 live poultry terminal in April 1941 may eliminate many of New York City's marketing problems, city officials believe. Across the East River, in Queens, necessary offices, platforms, and facilities will be erected so that all arrivals by rail or truck can be handled at one point. Space in the new terminal will be leased to receivers and other members of the live poultry trade.

The new terminal has been urged for years by various poultry interests in New York City, but before work could actually begin, it was necessary to obtain certain legislation in the State of New York and the passing of local laws by the city itself. For instance, all poultry coming into New York City must be inspected at the new terminal when it is completed. The half-million dollar cost of construction will be met by the city.

According to William Fellowes Morgan, Jr., Commissioner of the New York City Department of Markets, inspection of live poultry under the new law will be much more effective than it has been in the past. "For two years past," Mr. Morgan says, "there has been virtually no inspection of live poultry coming into the city. Inspection under the terminal plan will raise the standard of all live poultry consumed in New York."

Prices May be Stabilized

The new terminal will eliminate extreme price fluctuations, Commissioner Morgan believes. "At present," Morgan points out, "poultry arrives by rail at the 6th Street yards and by truck at West Washington Market and 15 or 20 other points in the city. It is virtually impossible to have an orderly market, the price of which is set on the basis of arrivals. At the 60th Street yard, for instance, the price may be completely upset by unforeseen arrivals at other points. The new terminal will bring about orderly marketing which, of course, will be of tremendous assistance to producers and shippers."

In the leases between the tenants of the terminal and the city there will be written various regulations governing the activities of receivers. Under the terminal plan, for instance, every weighmaster will be licensed. Also, poultry that reaches the market after a given hour in the morning will not be permitted to be sold that day. This will eliminate much of the overtime paid as a result of competitive conditions between receiving points. Some receivers commence operations as early as 2 o'clock in the morning.

So that the terminal may be operated for the interest of the entire industry, it is planned to create a council composed of producers, shippers, receivers, and slaughterhouse owners. Labor will also be represented on the council, which will meet at regular intervals with city officials.

FARM INCOMES WILL
BE LARGER IN 1941

. By F. L. Thomsen

Smoke is pouring from factory chimneys these days and that is an encouraging sign to farmers. For lots of factory smoke is a traditional symbol of heightened industrial activity, more men at work, and larger consumer incomes. The increase in consumer purchasing power is expected to bring about a better demand for farm products in 1941 than the average of 1940, with higher farm product prices one important result.

On the assumption that agricultural production will be about the same or only slightly smaller than in 1940 and that prices will be higher, total farm income in 1941, including Government payments, is expected to exceed 9 billion dollars and may be the largest since 1929.

The rapidly expanding national defense program can be given most of the credit for the expected increase in industrial production, employment, and consumer incomes--and for the more favorable agricultural outlook for 1941. It is estimated that more than 7 billion dollars will be spent for rearmament in 1941, and of this sum about 5 billion dollars will be an increase over 1940. Other Government spending may decrease and tax collections will be larger, but the prospects are that between 2 and 3 billion dollars more will be added to national purchasing power by the Federal Government than in 1940, stimulating general business activity and resulting in greater consumer purchasing power.

Businessmen, watching the defense program unfold, are expecting a long period of favorable business conditions and possibly of higher prices. This optimistic feeling, to a certain extent, makes them less wary of placing orders, and they are more inclined to develop new enterprises or to expand the old, thus adding more men to pay rolls and more millions of dollars to consumer purchasing power.

Export Outlook is Poor

There is very little that is cheerful in the export situation, however. The British blockade has practically cut off all continental European markets and probably will continue to do so until the war ends. The total volume of agricultural exports in 1941, assuming that there is no early peace in Europe, is expected to be even smaller than in 1940, and the outlook for crops that are normally exported in large quantities may not be much, if any, more favorable in 1941 than it was in 1940.

This is particularly true of cotton. World supplies are at near-record levels, and export outlets will be greatly curtailed compared with 1939-40. Domestic prices now are being supported by the loan rates, which are slightly higher than in 1939-40. The larger production indicated this year, sold at prices now prevailing, would give cotton growers an 8 to 10 percent larger return than last year, but this return would be about one-half the average for the decade of the 1920's.

Wheat prices in the United States are expected to remain independent, to a certain extent, of prices in other countries. The amount that current prices are now above "world" prices is indicated by the export indemnity which would be required to export wheat to Europe--in October, 26 cents per bushel from Gulf ports and 22 cents from Pacific ports. Since the middle of September, domestic prices of good quality wheat have advanced as a result of the limited "free" supply, many mills finding it difficult to obtain supplies at current prices, which in most markets recently were not high enough to pay the Government loan and charges.

Continental European markets are also closed to American tobaccos and British imports are at a low level. But the situation of flue-cured tobacco has been improved by the imposition of marketing quotas resulting in smaller production, and by Commodity Credit Corporation purchases for British account. Domestic demand continues to be fairly strong for most types and the average price for all types combined will be somewhat higher than the 1939-crop average of 15.4 cents per pound.

October 1 supplies of feed grains were the second largest in 20 years, though prices have advanced slightly in recent weeks. The corn loan program is an important factor supporting feed prices, which may continue high relative to livestock prices during most of 1941. But the relationship may tend to become more favorable to livestock feeders as the year advances, in view of the prospective increase in consumer demand for meats and a reduction in hog marketings.

Domestic Demand Favorable

Prices of farm products largely consumed in domestic markets are expected to show considerable improvement as a result of increased consumer purchasing power. This is especially true of livestock. Hog prices, even though little if any improvement is expected in export demand, are expected to be materially higher in 1941 than in 1940. And prices of cattle and calves are expected to be supported by a stronger consumer demand for meats. Lamb prices may also be a little higher in 1941. The income from livestock and livestock products is expected to increase more than the income from crops.

Milk production set a record high in 1940--a record that might be broken in 1941 if pastures and feed production are about average or better. The improvement in demand conditions is expected to offset the effect of the larger production on prices, so that 1941 prices of dairy products may average as high as, and possibly higher than, in 1940. The outlook is for an increase in income from dairy products.

Prices received by farmers for poultry products in 1941 are expected to be higher than in 1940 because of smaller supplies in the first part of the year, smaller supplies of pork, and the expected larger incomes of consumers. Cash income from chickens and eggs may be larger in 1941 than in either 1939 or 1940.

The unusually low price level for domestic fats and oils has reflected the record large output of tallow, greases, and soybean oil this year, the abnormally large supplies of lard available for domestic consumption as the result of the loss of export markets, and the availability of large supplies of low-priced vegetable oils in the Philippines, Netherlands East Indies, and other surplus-producing areas now cut off from the important continental European market. Present indications are that lard and grease production in the United States will be reduced in 1941, which, with a stronger demand, should result in some improvement in domestic prices for food and soap fats and oils next year.

An improved demand for fruit in the 1941 marketing season will be accompanied by a continuation of very low export demand, and a larger-than-usual portion of the 1941 crop will have to be placed on the domestic market or disposed of through some kind of diversion program. Even so, the total cash income from fruit production in 1941 probably will be substantially higher than in 1940, and perhaps the highest in the last 10 years.

The acreage of truck crops for harvest may be slightly higher than in 1940. And some advance in the general level of truck crop prices is expected in 1941, providing growers do not increase production substantially above the 1940 level. Cash income from truck crops for processing is expected to increase.

Costs Will Also Rise

The expected rise in prices and farm income in 1941 will be partly offset by higher production costs. Prices of some farm machinery, automobiles, and building materials probably will advance in 1941 and fertilizer prices are expected to be higher. The supply of workers available for farm work is expected to be smaller than in 1940 because of the increase in city employment opportunities and an expansion of the armed forces. Farm wage rates in 1941 will probably be higher than in 1940.

Despite these increases in prices paid by farmers, it seems likely that the ratio of prices received by farmers to prices paid will be higher than in 1940, and that the purchasing power represented by farm income will be somewhat greater. In other words, farmers will have a more prosperous year even though production costs will rise.

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The general level of prices received by farmers in mid-October at local markets throughout the country was 2 points higher than a month earlier. At 99 percent of the 1909-14 average, the index was also 2 points higher than a year ago. The per-unit exchange value of farm products--the ratio of prices received to prices paid, interest, and taxes--advanced 2 points during the month to 78, and in mid-October was also 2 points higher than a year earlier.

SUPERVISORS CHECK COTTON
CLASSERS TO ASSURE UNIFORMITY

To November 1, almost 2 million bales of 1940-41 cotton had been classed by Agricultural Marketing Service classers under the loan program from samples submitted by warehousemen. An additional million bales, also acceptable for loan purposes, had been classed under the Smith-Doxey Act. To provide the best service to cotton growers, the classing is completed within a 24-hour period.

The classing, whether from samples submitted by warehousemen or under the Smith-Doxey Act, is uniform. To be of maximum value to the cotton industry a class for grade or staple length by one classer must in every way be comparable with the official standards and with the work of all other classers in the service. Checking the work of these employees and maintaining consistency and uniformity are tasks requiring careful supervision and continuous checking.

From each of the classing offices maintained by the Agricultural Marketing Service, samples from the cotton classed during the day are shipped to the Board of Supervising Cotton Examiners. These samples, selected at random from each day's run of cotton, are re-classed by the Board and its classification of each sample checked with that previously assigned at the classing office. With this type of supervision not more than a few hours can elapse between the time any classer gets off the standards and the detection of his inconsistent classing. A long distance call to his supervisor brings immediate correction of his work.

The Service also maintains field supervisors who travel among the classing offices. The duties of these field supervisors include unannounced calls at the field offices for the purpose of checking the work of their classers. No classer knows in advance when his work is to be checked or by whom.

Cotton Classers Go To School

Cotton classers employed by the Department never get past the time when they must go to school. Each morning before they start their regular work they "warm up," so to speak. This consists of looking over the grade boxes of the Official Standards and pulling a few of the official staple types. Through this "warming up" process each classer can get a correct concept of the standards clearly in mind before he starts classing for the day. This process is often repeated after lunch or whenever a sample is in question. The standards are kept constantly available so that any classer can refer to them during the course of his day's work.

Every good classer is proud of his ability to class cotton accurately and guards his reputation with considerable zeal. Only a very small proportion of grade and staple determinations are appealed, and a still smaller proportion of these appeals is changed by the Board of Supervising Cotton Examiners.

-- PERTAINING TO MARKETING --

The following publications, issued during October, may be obtained upon request to the Agricultural Marketing Service, Washington, D. C.

Sea-Island Cotton Quality and Ginning....By William J. Martin,
James S. Townsend, and Thomas C. Walton

Years ago the production of sea-island cotton was considered a profitable farming enterprise and in those areas in South Carolina, Georgia, and Florida where it could be grown, sea-island was the money crop. But with the coming of the boll weevil, production of this long-staple cotton began to decline. From an annual average output of more than 90,000 bales during the two decades ending with 1917, sea-island production dropped to 1,900 bales in 1920.

Sea-island cotton is now making a comeback, 4,300 bales being produced in 1938. And once again problems of harvesting, handling, and ginning have come up. The purpose of this publication is to summarize the information that has been obtained by ginning experiments conducted on sea-island cotton at the U.S. Ginning Laboratory at Stoneville, Miss., as well as those made in the field by various Federal and cooperating State agencies.

Cotton Acreage, Yield, and Production, 1866-1938, By States....
By Francis H. Whitaker

Cotton production in the United States increased many fold from 1866 to 1938. This expansion of the South's leading crop, however, has not been uniformly upward from year to year. From 1914 to 1921, for example, cotton production actually declined as the boll weevil spread eastward from Texas. And during more recent years, low prices and the agricultural programs of the Government have tended to modify the rate of increase.

This publication, well illustrated with charts, contains tables showing planted and harvested acreage; yield per acre; production, both of lint and seed; and ginnings as reported by the Census Bureau. Also included are tables showing price per pound and value of production of cotton lint, and price per ton, value of production, quantity sold, and value of sales of cottonseed. Miscellaneous statistics on domestic production and world production make this publication a "must" for those who produce or handle cotton.

The Moisture Limit for Safe Storage of Flaxseed....By A. C. Dillman, and R. H. Black

U. S. Standards for Citrus Fruits (Effective October 10, 1940)

Rules and Regulations of the Secretary of Agriculture under the Tobacco Seed and Plant Exportation Act